

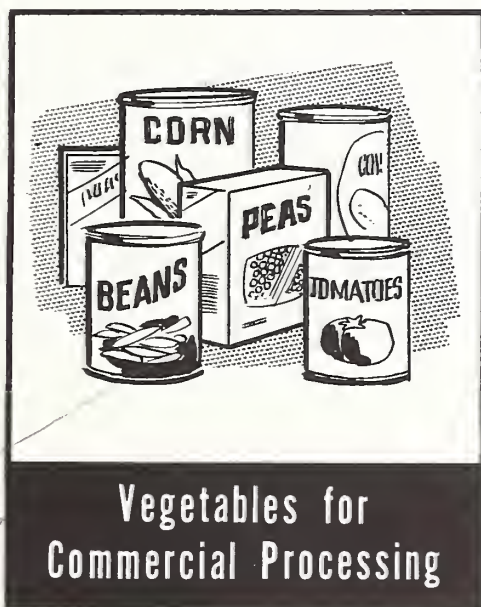
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A 281.3919
m 34

1964

Acreage Marketing Guides



Vegetables for
Commercial Processing

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

MAR 6 - 1964

CURRENT SERIAL RECORDS

AMG 37
February 1964

F O R E W O R D

Most businessmen recognize the desirability of a balance between the supply of their product and the demand for it. However, the sheer number of vegetable producers creates considerable difficulty in achieving this balance for each commodity. Therefore, careful planning is extremely important.

Helping vegetable growers and processors perform this needed planning is the objective of the Acreage-Marketing Guides program. The recommendations included in this publication are an effort by the U. S. Department of Agriculture to help the industry cope with the problems of balancing the supply of each commodity with the demand for it. Some production influences, such as extremes of the weather, refuse control. But producers have full control over plantings. Thus, they can contribute importantly to balanced market conditions by planting acreages which are likely to result in sufficient supplies to satisfy consumer needs, but insufficient to result in depressed prices.

One of the functions of the Agricultural Marketing Service of the USDA is the continuous study of markets for various vegetable products. On the basis of this study, commodity specialists develop recommendations of acreage levels which are likely to result in supplies which equal market needs. In turn, these recommendations are reviewed by representatives of various other agencies in the Department who are familiar with the vegetable industry.

The final recommendations for 1964 vegetables for commercial processing are presented in this booklet. When acreage has been held within the levels recommended by the Department in the past, few marketing difficulties have been encountered.

CONTENTS

	<u>Page</u>
Highlights of 1963	5
Summary of Recommendations for 1964	7
Demand for Vegetables in 1964	8
Foreign Trade	8
Acreage-Marketing Guides:	
Summaries - Planted Acreage and Probable Production	9-10
Commodity Tables and Statements:	
Beans, Lima	11
Beans, Snap	14
Beets	17
Cabbage for Kraut	19
Sweet Corn	21
Cucumbers for Pickles	24
Peas, Green	26
Spinach	29
Tomatoes	32

1964 Acreage-Marketing Guides

Vegetables for Commercial Processing

Acreage-marketing guides are prepared each year for nine major vegetables used for canning and freezing. The commodities included are lima beans, snap beans, beets, cabbage for kraut, sweet corn, cucumbers for pickles, green peas, spinach and tomatoes. A substantial portion of these vegetables is grown on acreage contracted months in advance of planting time. Contracting has been a feature of the vegetable processing industry for many years and has been beneficial to both farmers and processors. The farmer with a contract is reasonably assured of an outlet for his crop and price risks are reduced. The processor benefits by assurance of adequate supplies of raw materials, at predetermined prices, to fill his pack schedules.

For effective and equitable contracting, both growers and processors must be fully acquainted with the economic forces affecting the industry. Processors make the basic decisions concerning the acreage required. They must translate prospective markets for their finished products into acreage and production levels. As each processor estimates market potential, he must consider carefully all factors influencing the production and marketing of his products. The grower should also be aware of market developments for the various commodities so that he can bargain with processors on a realistic basis. The acreage-marketing guides provide the basic information for each vegetable and the adjustments which may be needed to balance supplies with market requirements.

I. HIGHLIGHTS OF 1963

Frozen vegetables were in generally heavy supply during the 1962-63 marketing season. This condition, in combination with low prices for many commodities, encouraged active movement. Frozen snap beans, sweet corn and peas each reached new records in total season disappearance. Even so, carryovers of a number of commodities exceeded desirable levels at the end of the market year. Significant reductions were made in 1963 acreages of lima beans and sweet corn for freezing. Plantings of peas for freezing were also reduced moderately.

Among the principal vegetables for canning, acreages of sweet corn, lima beans and tomatoes were reduced sharply following experiences with burdensome supplies during the preceding season. In contrast, plantings of beets, snap beans and peas were increased moderately.

A cold spring plus dry summer weather in the East and Midwest affected development of processing crops in 1963. But in line with the trend of recent years, yields of most commodities were high. Nevertheless, aggregate production was substantially smaller than in 1962, largely as a result of a sharp reduction in tomato tonnage.

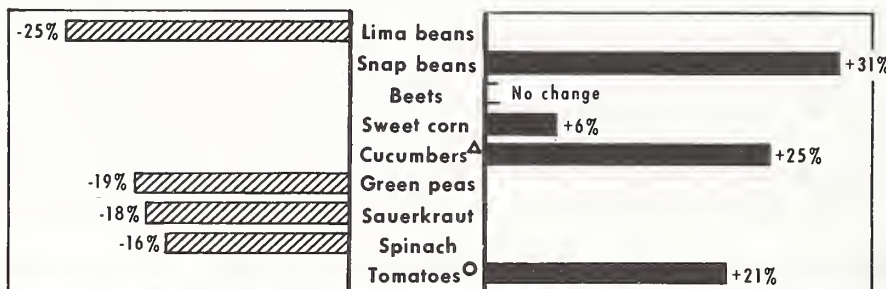
Total supplies of canned vegetables for the current season are moderately below a year earlier. Stocks of lima beans, sauerkraut, spinach, peas and tomatoes appear nearly in balance with market needs. However, supplies of sweet corn and beets remain particularly burdensome.

Large supplies of most frozen vegetables are available for shipment during the balance of the current marketing year; no shortages are likely to develop among the major frozen commodities. At the end of 1963, aggregate holdings of frozen vegetables were slightly larger than a year earlier. Inventories of frozen snap beans and lima beans were substantially below the excessive levels which prevailed during the 1962-63 season. But only peas and cauliflower were in moderate supply.

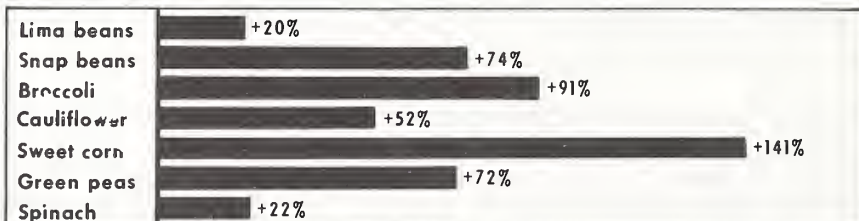
Processed vegetables continue to gain in popularity and disappearance is expected to be maintained at a high rate. Attractive prices and active promotion should encourage sales during the last half of the current season. Furthermore, reduction in supplies of fresh vegetables as a result of damage in winter producing areas should be an additional stimulant to consumer purchases of processed products. Even under these circumstances, however, the carryover of a number of products will be considerably above optimum levels.

PROCESSED VEGETABLES: CHANGES IN PER CAPITA CONSUMPTION FROM 1950-52 TO 1960-62*

CANNED



FROZEN



* CIVILIAN CONSUMPTION. Δ CUCUMBER PICKLES. ○ TOMATOES AND TOMATO PRODUCTS EXCEPT JUICE.

II. SUMMARY OF RECOMMENDATIONS FOR 1964

The aggregate acreage guide for eight vegetables for commercial processing in 1964 is a planted acreage 2 percent less than in 1963. The guide for cabbage for kraut (included in the recommendation for early fall cabbage, fresh market and processing) calls for an acreage equal to 1964. If production in 1964 is in line with the guide recommendations, supplies of processed vegetables for the 1964-65 marketing season would be adequate to satisfy all anticipated consumer needs and permit more stable market conditions.

Commodity	: Percentage Change in 1964 Planted : Acreage Compared With 1963 (Percent)
Beans, Lima (For Canning) (For Freezing)	Plus 5 Plus 5
Beans, Snap (For Canning) (For Freezing)	No change No change
Beets	New York: Minus 10 All other states: Minus 15
Cabbage for Kraut	No change <u>1/</u>
Corn, Sweet (For Canning) (For Freezing)	Minus 5 No change
Cucumbers for Pickles	Minus 10
Peas, Green (For Canning) (For Freezing)	No change No change
Spinach (For Canning) (For Freezing)	Plus 5 No change
Tomatoes	No change

1/ Recommendation for early fall cabbage, Fresh market and processing.

III. DEMAND FOR VEGETABLES IN 1964

The final market value of U. S. goods and services in 1963 was about 5 percent more than a year earlier and a further rise in business activity is in prospect for 1964. Although the rise in government spending for goods and services in 1964 may be limited, substantial advances are in prospect for private investment and consumer spending. With prospects for a continued population increase and rising real income per capita, consumer spending for food likely will increase in 1964 at least as much as the 3 percent gain in 1963.

Food consumption per capita increased about $\frac{1}{2}$ percent in 1963 from 1962. Total vegetable use per person was up, as a gain in consumption of processed vegetables more than offset a small reduction in consumption of fresh vegetables. Little change in overall per capita food consumption is expected in 1964. It is likely that consumption of fresh vegetables per person in 1964 will be about the same or a little lower than in 1963; per capita consumption of canned and frozen vegetables will probably continue the upward trend of recent years.

IV. FOREIGN TRADE

Total exports of canned vegetables during the 1962-63 season increased substantially from the levels of the preceding marketing year. Canned snap beans registered the largest gain with a fourfold increase over the 1961-62 movement. Western Germany accounted for most of the increase in sales of this product. Foreign sales of asparagus, our largest canned vegetable export, also showed a substantial gain in 1962-63. Exports of this commodity were 22 percent greater than in the previous season and were record large. Aggregate sales of tomatoes and tomato products were about the same as a year earlier. But shipments of canned corn, peas and spinach were smaller.

United States imports of major canned vegetables are limited principally to tomatoes and tomato products, most of which originate in Italy. Imports of these items in 1962-63 were below the levels of a year earlier.

Commercial Vegetables for Processing - 1964 Acreage Guides with Comparisons

Commodity	Planted Acreage										Percent Planted Acreage Guide is of:			
	1964		1963		1962		1961		1960		1963		1962	
	Guide	Prel.	Prel.		Prel.		Prel.		Prel.		Prel.		Prel.	
	----- 1,000 acres -----										----- Percent -----			
Beans, Lima														
For Canning	26.0	24.8	33.3	35.3	31.8	78	74	82						
For Freezing	52.1	49.6	63.2	69.0	63.7	82	76	82						
Total	78.1	74.4	96.5	104.3	95.5	81	75	82						
Beans, Snap														
For Canning	152.1	152.1	146.0	146.5	134.3	104	104	113						
For Freezing	50.9	50.9	43.6	50.4	44.9	117	101	113						
Total	203.0	203.0	189.6	196.9	179.2	107	103	113						
Beets	16.9	19.6	18.5	17.6	15.4	91	96	110						
Cabbage for Kraut 1/														
Corn, Sweet														
For Canning	303.4	319.4	378.1	379.3	352.3	80	80	86						
For Freezing	83.3	83.3	87.3	89.3	78.4	95	93	106						
Total	386.7	402.7	465.4	468.6	430.7	83	83	90						
Cucumbers for Pickles	107.6	119.6	108.5	116.5	102.0	99	92	105						
Peas, Green														
For Canning	284.4	284.4	273.6	256.0	225.0	104	111	126						
For Freezing	151.8	151.8	162.2	167.6	135.8	94	91	112						
Total	436.2	436.2	435.8	423.6	360.8	100	103	121						
Spinach														
For Canning	17.6	16.8	16.8	20.6	2/	105	85	-						
For Freezing	12.1	12.1	12.1	13.6	2/	100	89	-						
Total	29.7	28.9	28.9	34.2	36.7	103	87	81						
Tomatoes	248.7	248.7	328.9	306.8	282.3	76	81	88						
Total	1,506.9	1,533.1	1,672.1	1,668.5	1,502.6	90	90	100						
1/ Included in total early fall crop (fresh market and kraut combined)														
2/ Not available														

Commercial Vegetables for Processing: 1964 Probable Production with Comparisons

Commodity	: Probable Production from Acreage									
	Production					Guide as Percent of:				
	1964 1/ Guide	1963 Prel.	1962 Prel.	1961 Prel.	1960 Prel.	1963 Prel.	1962 Prel.	1961 Prel.	1960 Prel.	
	----- 1,000 tons ----- percent -----									
Beans, Lima										
For Canning	25.0	24.5	30.3	32.3	28.9	102	83	77	87	
For Freezing	63.4	61.5	78.2	83.4	74.3	103	81	76	85	
Total	88.4	86.0	108.5	115.7	103.2	103	81	76	86	
Beans, Snap										
For Canning	346.8	345.8	337.8	358.1	297.8	100	103	97	116	
For Freezing	126.3	125.1	112.4	119.9	108.7	101	112	105	116	
Total	473.1	470.9	450.2	478.0	406.5	100	105	99	116	
Beets	176.2	215.6	209.4	181.6	145.9	82	84	97	121	
Cabbage for Kraut 2/										
Corn, Sweet										
For Canning	1,200.2	1,309.6	1,435.2	1,373.1	1,109.8	92	84	87	108	
For Freezing	350.4	354.1	364.0	353.2	281.2	99	96	99	125	
Total	1,550.6	1,663.7	1,799.2	1,726.3	1,391.0	93	86	90	111	
Cucumbers for Pickles	407.4	473.3	409.5	426.6	347.6	86	99	95	117	
Peas, Green										
For Canning	345.6	323.1	329.5	311.8	282.8	107	105	111	122	
For Freezing	189.8	191.3	197.1	198.7	162.6	99	96	96	117	
Total	535.4	514.4	526.6	510.5	445.4	104	102	105	120	
Spinach										
For Canning	79.0	79.9	65.6	80.9	3/	99	120	98	---	
For Freezing	63.2	69.9	56.5	63.6	3/	90	112	99	---	
Total	142.2	149.8	122.1	144.5	143.9	95	116	98	99	
Tomatoes	4,062.5	4,072.2	5,377.0	4,247.7	4,043.2	100	76	96	100	
Total	7,435.8	7,645.9	9,002.5	7,830.9	7,026.7	97	83	95	106	

1/ Computed: Acreage for 1964 times average yield.

2/ Included in total early fall crop (fresh market and kraut combined).

3/ Not available.

1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Lima Beans

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre:	: Production:	: Price :	: Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1964 Planted Acreage Guide</u> <u>and Probable Production</u>					
Canning (acreage 5 percent more than in 1963)	26.0	<u>1/</u> 1.00	25.0		
Freezing (acreage 5 percent more than in 1963)	<u>52.1</u>	<u>1/</u> 1.28	<u>63.4</u>		
Total	78.1		88.4		

Background Statistics

Canning

1963 Prel.	24.8	23.9	1.02	24.5	130.10	3,185
1962	33.3	30.9	.98	30.3	133.60	4,043
1961	35.3	34.2	.95	32.3	123.20	3,981
1960	31.8	31.4	.92	28.9	125.60	3,627
1959	31.7	28.8	.85	24.6	114.30	2,814

Freezing

1963 Prel.	49.6	47.8	1.29	61.5	155.20	9,545
1962	63.2	61.1	1.28	78.2	157.80	12,336
1961	69.0	65.9	1.27	83.4	153.30	12,787
1960	63.7	60.5	1.23	74.3	150.30	11,170
1959	53.4	49.7	1.17	58.0	141.40	8,204

Total

1963 Prel.	74.4	71.7	1.20	86.0	148.00	12,730
1962	96.5	92.0	1.18	108.5	151.00	16,379
1961	104.3	100.1	1.16	115.7	144.90	16,768
1960	95.5	91.9	1.12	103.2	143.00	14,797
1959	85.1	78.5	1.05	82.6	133.30	11,018

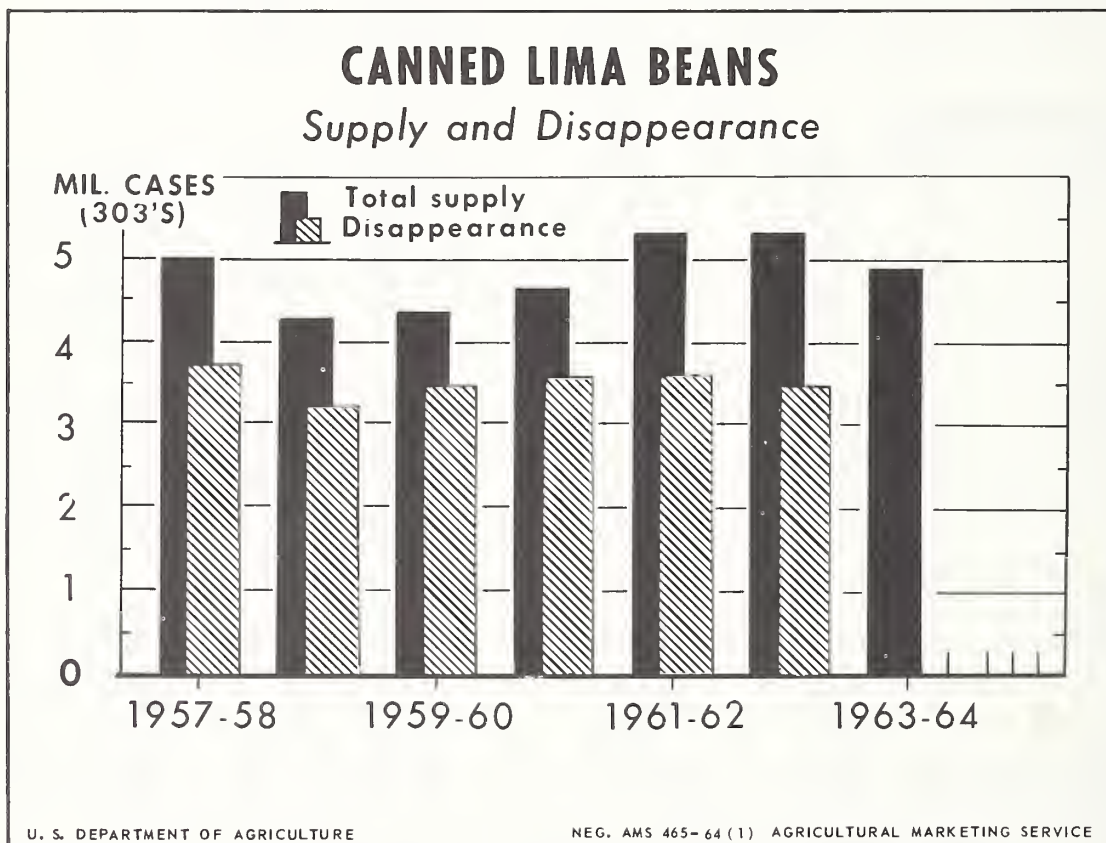
1/ 1962-63 average yield.

Comments: Efforts to reduce supplies of both canned and frozen lima beans continued in 1963. Total plantings were 23 percent less than in 1962 and 29 percent under 1961. Acreage for freezing was 22 percent below 1962; acreage for canning was down 26 percent. Yields edged upward to a new all-time high level. But production for freezing and production for canning were both about one-fifth less than in 1962.

Canned Lima Beans

Total supply for the 1963-64 season is in favorable balance with expected demand. Carryover into the 1963 packing season was large. But this was more than offset by the cut in 1963 production. During the 1962-63 period, total consumption was not much different from that in the three preceding marketing years. A disappearance about as large as in recent years would result in a moderate carryover into 1964. To assure adequate supplies for the 1964-65 season, it will be necessary to increase acreage in 1964.

1964 Guide - Canning: The 1964 guide is a planted acreage 5 percent more than in 1963. Such an acreage, with normal abandonment and a 1962-63 average yield would result in a production 2 percent larger than in 1963.



Frozen Lima Beans

Burdensome supplies of frozen lima beans were available during the 1962-63 season. Even though market prices continued low throughout the period, the amount consumed was moderately less than the record-high level attained during 1961-62. Consequently, the carryover into the 1963 packing season was large--nearly a third more than in 1962 and more than double that in 1961. The pack of frozen lima beans has not yet been announced. However, it appears that the 1963 pack was substantially smaller than that of 1962 and that total supply for the 1963-64 season is at least moderately less than in the preceding season. Stocks of frozen lima beans on December 31 were 14 percent below the record quantity on hand a year earlier. Prices remained low during the early part of the current marketing season and movement through December was large. A continued high rate of disappearance is anticipated during the balance of the marketing year. Therefore, an acreage for freezing larger than in 1963 will be required to supply 1964 pack requirements.

1964 Guide - Freezing: The 1964 guide is a planted acreage 5 percent more than in 1963. Such an acreage, with normal abandonment and a 1962-63 average yield will result in a production 3 percent more than in 1963.

Supply and Disappearance of Processed Lima Beans

Commodity	Marketing Season				
	1959-60	1960-61	1961-62	1962-63	1963-64
	<u>Million Cases Basis 24/303's</u>				

Canned Lima Beans

Carryover	1.1	.9	1.1	1.7	1.8
Pack	3.3	3.8	4.2	3.6	3.1
Total Supply	4.4	4.7	5.3	5.3	4.9
Disappearance	3.5	3.6	3.6	3.5	N.A.
Carryover	.9	1.1	1.7	1.8	N.A.

Million Pounds

Frozen Lima Beans

Carryover	38.5	18.8	33.8	54.8	71.5
Pack	114.0	147.5	159.9	150.6	N.A.
Total Supply	152.5	166.3	193.7	205.4	N.A.
Disappearance	133.7	132.5	138.9	133.9	N.A.
Carryover	18.8	33.8	54.8	71.5	N.A.

N.A. - Not Available. Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau. Frozen carryover from Cold Storage Report, SRS, USDA. Frozen pack from National Association of Frozen Food Packers.

1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Snap Beans

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per(\$1,000 ton)
<u>1964 Planted Acreage Guide and Probable Production</u>				
Canning (acreage equal to 1963)	152.1	1/ 2.40	346.8	
Freezing (acreage equal to 1963)	50.9	1/ 2.61	126.3	
Total	203.0		473.1	

Background Statistics

Canning

1963 Prel.	152.1	144.6	2.39	345.8	96.80	33,465
1962	146.0	139.5	2.42	337.8	97.60	32,974
1961	146.5	141.7	2.53	358.1	101.10	36,200
1960	134.3	129.7	2.30	297.8	102.20	30,427
1959	133.4	125.4	2.21	276.9	102.00	28,242

Freezing

1963 Prel.	50.9	48.1	2.60	125.1	106.60	13,334
1962	43.6	42.9	2.62	112.4	114.40	12,852
1961	50.4	47.3	2.54	119.9	116.50	13,969
1960	44.9	43.7	2.49	108.7	125.20	13,607
1959	38.8	36.9	2.40	89.0	120.80	10,740

Total

1963 Prel.	203.0	192.7	2.44	470.9	99.40	46,799
1962	189.6	182.4	2.47	450.2	101.80	45,826
1961	196.9	189.0	2.53	478.0	105.00	50,169
1960	179.2	173.4	2.34	406.5	108.30	44,034
1959	172.2	162.3	2.25	365.9	106.50	38,982

1/ 1962-63 average yield.

Comments: The upward trend in snap bean acreage was resumed in 1963. Both canned and frozen beans shared in the overall increase although the proportional rise in freezing acreage continued to exceed that for canning. Total plantings were 7 percent above 1962 and 3 percent more than the previous high attained in 1961. All regions increased plantings. But the major states such as New York, Wisconsin and Oregon continued to gain in importance.

In many areas of the country, planting conditions were cool and wet; scattered frosts occurred in a few localities. However, most fields recovered and made satisfactory progress during June and July as harvesting moved northward. Yields continued good during August but late-season drought in the East lowered the overall average. Another factor affecting yields was the partial shift from pole to bush varieties, recently developed to facilitate mechanical harvesting. The U.S. average yield was less than in 1962 but equal to the 1957-61 average. Production was up 5 percent from a year earlier.

Canned Snap Beans

There has been a continued expansion in the market for canned snap beans. Disappearance again reached a new high in 1962-63. This reduced the 1963 carryover to a level moderately less than in 1962. National Cannery Association reports indicate that the 1963 pack through October was 2 percent larger than in 1962. Even with a slightly larger total pack, supplies for the 1963-64 season are not likely to exceed those of the preceding year. Furthermore, the outlook for utilization is good. Disappearance has shown consistent increases in recent years and prices continue attractive. By the end of the current season, carryover supplies will probably be smaller than a year earlier. Under these circumstances, an acreage equal to that planted in 1963 will be necessary to fill 1964 pack requirements.

1964 Guide - Canning: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1962-63 average yield will result in a production about equal to 1963.

Frozen Snap Beans

Supplies of frozen snap beans were particularly heavy during the past two marketing seasons. Although still quite large, carryover into the 1963 packing season was down sharply from 1962. Final data on the 1963 pack of frozen snap beans are not yet available. However, it appears that total supply is moderately smaller than that of a year earlier. Data on movement during the latter part of 1963 point to another year of heavy utilization. On December 31, 1963, cold storage holdings of frozen snap beans were 9 percent less than the stocks on hand a year earlier. However, even with a disappearance approximating that of the preceding year, carryover into the 1964 packing season will be ample. An acreage for freezing equal to that planted in 1963 will be sufficient to supply pack requirements.

1964 Guide - Freezing: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1962-63 average yield would result in a production 1 percent more than in 1963.

Supply and Disappearance of Processed Snap Beans

Commodity	Marketing Season				
	: 1959-60	: 1960-61	: 1961-62	: 1962-63	: 1963-64
<u>Million Cases Basis 24/303's</u>					

Canned Snap Beans

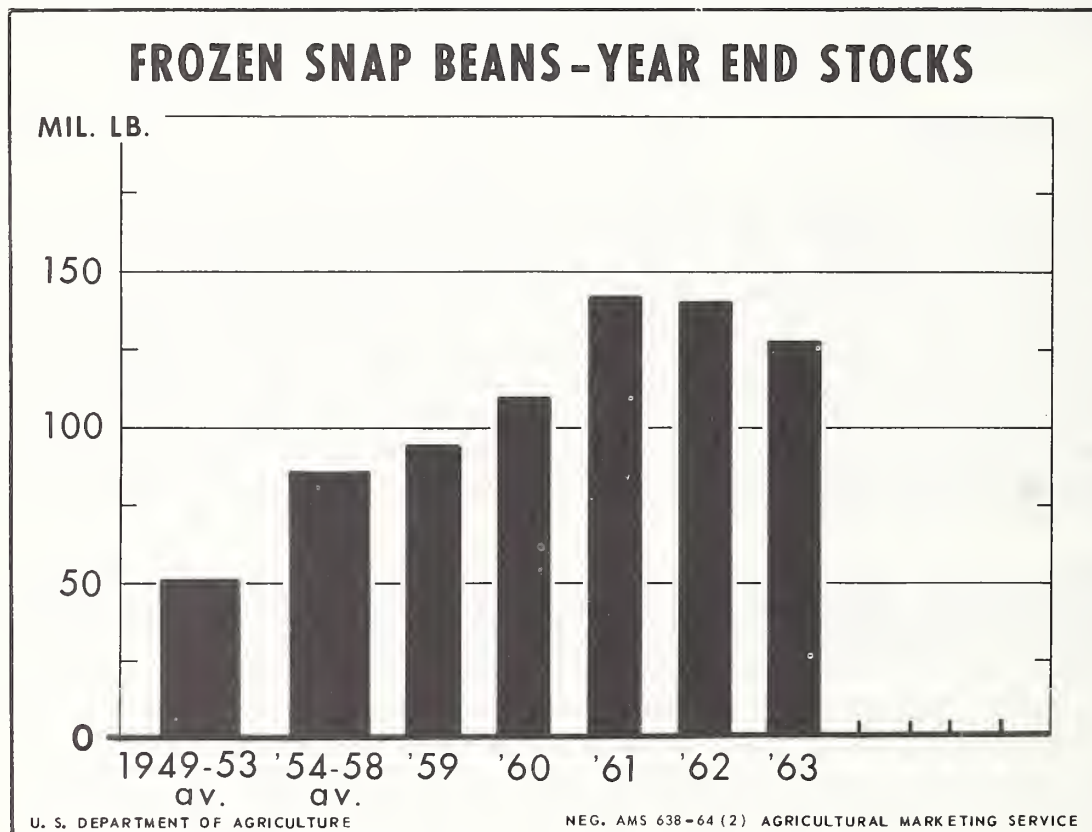
Carryover	10.0	7.7	7.4	10.6	9.6
Pack	30.9	33.2	40.2	36.9	37.5
Total Supply	40.9	40.9	47.6	47.5	47.1
Disappearance	33.2	33.5	37.0	37.9	N.A.
Carryover	7.7	7.4	10.6	9.6	N.A.

Million Pounds

Frozen Snap Beans

Carryover	35.3	27.1	38.4	62.0	44.8
Pack	149.0	159.7	189.5	175.9	N.A.
Total Supply	184.3	186.8	227.9	237.9	N.A.
Disappearance	157.2	148.4	165.9	193.1	N.A.
Carryover	27.1	38.4	62.0	44.8	N.A.

N.A. - Not Available. Source: National Canners Association; Census Bureau; National Association of Frozen Food Packers; Statistical Reporting Service, USDA.



1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Beets

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1964 Planted Acreage Guide
and Probable Production

(see 1964 guide
below)

16.9

1/ 10.9

176.2

Background Statistics

1963 Prel.	19.6	19.0	11.3	215.6	17.50	3,768
1962	18.5	17.2	12.2	209.4	18.80	3,929
1961	17.6	17.1	10.6	181.6	18.60	3,374
1960	15.4	14.8	9.9	145.9	19.20	2,806
1959	14.5	14.2	10.3	146.7	18.50	2,707

1/ 1960-63 average yields by states.

Comments: Plantings of beets for processing were increased in 1963 for the fourth consecutive year. New York was the only major state to reduce plantings. Abandonment was less than encountered a year earlier; however, yields averaged moderately below the record high of 1962. Production in the minor states was up more than 50 percent from a year earlier; slight increases occurred in Wisconsin and Oregon. But tonnages in New York and Michigan were down sharply. In total, production was 3 percent above 1962 and 36 percent above the 1957-61 average. Stocks on hand on July 1, 1963 were 4.6 million cases (basis 24/303's), the largest since 1959. Total supplies will likely exceed those available last season. The excessive supplies available during the current season have created market pressure. By late 1963, prices were relatively low. Total movement during the 1963-64 marketing season may equal last season's record. Even so, a relatively large supply will be on hand when 1964 packing operations begin.

Per capita consumption of canned beets has remained relatively stable during the past decade. Thus, total use has been trending up at about the same rate as population growth. Although more canned beets may be required by the growing population, this does not mean that a proportionally larger acreage will be

needed. Yields have increased sharply during the past decade. Faced with prospects for a large carryover, a substantial pack reduction will be required to obtain balanced supplies for the 1964-65 marketing season. Assuming normal growing conditions, less acreage will be needed.

1964 Guide: The 1964 guide is a planted acreage 10 percent less than in 1963 in New York and 15 percent less in all other states. Such an acreage, with normal abandonment and 1960-63 average yields by states will result in a production 18 percent less than in 1963.

Supply and Disappearance of Canned Beets

Commodity	Marketing Season				
	1959-60	1960-61	1961-62	1962-63	1963-64
<u>Million Cases Basis 24/303's</u>					
<u>Canned Beets</u>					
Carryover	4.6	4.0	2.8	2.9	4.6
Pack	9.6	8.8	10.6	12.6	N.A.
Total Supply	14.2	12.8	13.4	15.5	N.A.
Disappearance	10.2	10.0	10.5	10.9	N.A.
Carryover	4.0	2.8	2.9	4.6	N.A.

N.A. Not Available

Canned pack and canners' carryover data from National Cannery Association. Distributors' canned stocks, included in carryover and total supply from Census Bureau.

1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L. I.), New York (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1964 Planted Acreage Guide
and Probable Production

(planted acreage equal

to 1963) 31,330

1/ 254

7,640

Background Statistics

1963 Prel.	31,330	30,210	254	7,680	1.54	11,862
1962	32,280	31,360	276	8,665	1.53	13,235
1957-61 Average	33,612	32,202	249	2/ 8,032	1.54	11,933

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 353 in 1958 and 47 in 1960.

Comments: Cuttings of cabbage for kraut utilization during the last half of 1963 were about a tenth below a year earlier. Kraut prices during the early part of the marketing season were firm at levels significantly above those which followed the 1962 pack. Shipments during this period dropped below the heavy volume moved in late 1962. But by December 1, 1963, stocks remained 6 percent below the levels of a year earlier. Movement during the remainder of the marketing season may continue below the heavy rate of 1962-63. Even so, carryover into the 1964 packing season is likely to be smaller than that on hand in 1963.

Market requirements for both fresh market and kraut outlets in 1964 are expected to be little different than they were in 1963. Under normal conditions, an acreage equal to 1963 would provide ample supplies to meet these requirements.

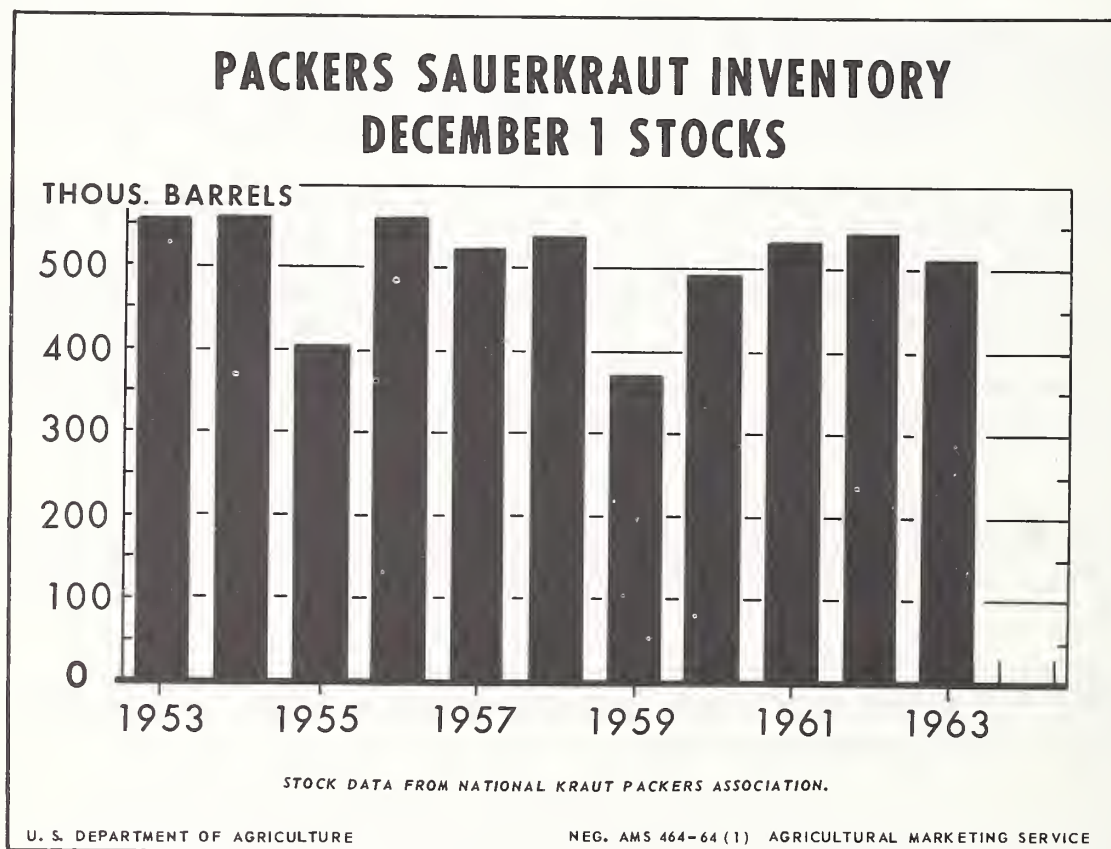
1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1959-63 average yield will result in a production about equal to 1963.

Supply and Disappearance of Sauerkraut

Commodity	Marketing Season				
	: 1959-60	: 1960-61	: 1961-62	: 1962-63	: 1963-64
Million Cases Basis 24/303's					
Sauerkraut					
Carryover	4.8	2.8	3.9	4.3	4.3
Pack	7.2	10.5	10.7	11.1	N.A.
Total Supply	12.0	13.3	14.6	15.4	N.A.
Disappearance	9.2	9.4	10.3	11.1	N.A.
Carryover	2.8	3.9	4.3	4.3	N.A.

N. A. - Not Available.

Packers' carryover and cuttings data from National Kraut Packers Association. Distributors' canned stocks, included in carryover and total supply from Census Bureau.



1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Sweet Corn

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per(\$1,000 ton)
<u>1964 Planted Acreage Guide and Probable Production</u>				
Canning (acreage 5 percent less than in 1963)	303.4	<u>1/</u> 4.12	1,200.2	
Freezing (acreage equal to 1963)	<u>83.3</u>	<u>1/</u> 4.38	<u>350.4</u>	
Total	386.7		1,550.6	

Background Statistics

Canning

1963 Prel.	319.4	308.9	4.24	1,309.6	19.20	25,186
1962	378.1	357.9	4.01	1,435.2	19.40	27,785
1961	379.3	365.7	3.75	1,373.1	18.80	25,843
1960	352.3	335.8	3.31	1,109.8	18.60	20,649
1959	382.1	355.0	3.78	1,340.4	18.50	24,824

Freezing

1963 Prel.	83.3	79.4	4.46	354.1	22.90	8,108
1962	87.3	84.9	4.29	364.0	23.00	8,359
1961	89.3	84.8	4.16	353.2	21.80	7,702
1960	78.4	76.1	3.69	281.2	21.80	6,119
1959	68.1	63.6	3.80	241.8	22.40	5,425

Total

1963 Prel.	402.7	388.3	4.28	1,663.7	20.00	33,294
1962	465.4	442.8	4.06	1,799.2	20.10	36,144
1961	468.6	450.5	3.83	1,726.3	19.40	33,545
1960	430.7	411.9	3.38	1,391.0	19.20	26,768
1959	450.2	418.6	3.78	1,582.2	19.10	30,249

1/ 1962-63 average yield.

Comments: Following two seasons of excessive supplies, all producing areas made sharp cuts in 1963 plantings. Total acreage was 13 percent below 1962, and was the smallest since 1950. Weather was poor early in the season but later conditions permitted good recovery. High yields were reported in all major areas except Delaware and Maryland, where an extended drought reduced yields. The record average yield partly offset the acreage adjustment and total production was down only 8 percent compared with 1962. Production for canning was off 9 percent, and that for freezing, 3 percent.

Canned Sweet Corn: The total 1963 canned pack was 44.2 million cases, basis 24/303's, according to the National Cannery Association. This compared with the record 1962 pack of 45.7 million cases. Carryover on August 1, 1963, including canners and distributors' stocks, was 12.2 million cases, compared with 9.7 million last year. Thus, the total supply for the 1963-64 season was a record 56.4 million cases compared with 55.4 million in 1962-63.

Through the end of December, 1963, cumulative shipments of canned sweet corn totaled slightly less than the record-high volume reported last season. As a result, canners holdings as of January 1, 1964 were at a record level and 3 percent above a year earlier. Supplies are expected to hold substantially above market needs for the remainder of the 1963-64 season, and prices will continue to be under pressure. Intensive promotional activities combined with relatively low prices are expected to result in a high rate of disappearance for the 1963-64 season. Nevertheless, the carryover into the 1964 packing season is expected to be large.

A moderate reduction in acreage is recommended in 1964. A smaller acreage combined with average yields would result in an improved balance in supply for the 1964-65 season.

1964 Guide - Canning: The 1964 guide is a planted acreage 5 percent less than in 1963. Such an acreage, with a normal abandonment and a 1962-63 average yield will result in a production 8 percent less than in 1963.

Frozen Sweet Corn: The total supply of frozen sweet corn available for the 1963-64 marketing season was probably about as large as the excessive inventory available last season. Both carryover and the 1963 pack were close to the levels of a year earlier. In 1962-63, large supplies and attractive prices resulted in a record-high disappearance.

A high rate of movement occurred during the first half of the current season. By the end of December, 1963, frozen holdings were slightly below a year earlier but still heavy. Consumer demand is expected to continue strong and total disappearance during the 1963-64 season may be record-high. The carryover position in 1964 is likely to be at least moderately smaller than in 1963. Even so, a reduction in the 1964 pack will be required to balance supplies. However, assuming average yields, a sufficient cut in output would be realized on an acreage for freezing equal to that planted in 1963.

1964 Guide - Freezing: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1962-63 average yield will result in a production 1 percent less than in 1963.

Supply and Disappearance of Processed Sweet Corn

Commodity	Marketing Season				
	1959-60	1960-61	1961-62	1962-63	1963-64

Million Cases Basis 24/303's

Canned Sweet Corn

Carryover	5.9	6.6	5.2	9.7	12.2
Pack	41.2	35.3	46.2	45.7	44.2
Total Supply	47.1	41.9	51.4	55.4	56.4
Disappearance	40.5	36.7	41.7	43.2	N.A.
Carryover	6.6	5.2	9.7	12.2	N.A.

Million Pounds

Frozen Sweet Corn

Carryover	21.0	18.4	29.5	49.8	50.5
Pack	130.9	141.8	181.0	180.3	N.A.
Total Supply	151.9	160.2	210.5	230.1	N.A.
Disappearance	133.5	130.7	160.7	179.6	N.A.
Carryover	18.4	29.5	49.8	50.5	N.A.

N.A. - Not Available

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau. Frozen pack from National Association of Frozen Food Packers. Frozen carryover from Cold Storage Report, SRS, USDA.

1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Cucumbers

Year	: Acreage :	Yield :	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)	
<u>1964 Planted Acreage Guide</u> <u>and Probable Production</u> (acreage 10 percent less than in 1963)						
	107.6	1/ 4.07	407.4			
<u>Background Statistics</u>						
1963 Prel.	119.6	111.0	4.27	473.3	56.80	26,899
1962	108.5	102.0	4.01	409.5	53.80	22,018
1961	116.5	108.3	3.94	426.6	56.00	23,872
1960	102.0	95.0	3.65	347.6	54.17	19,001
1959	109.6	101.5	3.34	339.2	50.83	17,238
1/	1961-63 average yield.					

Comments: The market for pickle products continued to expand during the 1962-63 marketing season. And, despite a rising trend in average yields, processors contracted a larger acreage in 1963. Total United States plantings were 10 percent larger than in 1962. Principal producing states in the northern and the southern regions accounted for most of the acreage increase but many other states in these two regions also had larger plantings. In contrast, acreages in Colorado and California were reduced from 1962 levels. Though some crops got off to a slow start, growing conditions in most states were good. Many areas in the Midwest and West, as well as several in the South, obtained record high yields. In total, 1963 production was 16 percent more than last year and 11 percent above the previous high recorded in 1961.

Total supply for the 1962-63 period was slightly less than the high level during the previous season. But consumption continued near the record high attained in 1961-62, and October 1, 1963 stocks of previous crop supplies were light. This was more than offset, however, by the addition of stocks from the record large 1963 crop. Total supplies of salt, dill and fresh pack pickles for 1963-64 marketing were a tenth more than the previous all-time high available during the 1961-62 period. While 1963-64 sales may continue to trend upward, an acreage moderately less than in 1963 would, under average conditions, be sufficient to satisfy requirements for the 1964-65 season.

1964 Guide: The 1964 guide is a planted acreage 10 percent less than in 1963. Such an acreage, with normal abandonment and a 1961-63 average yield, would result in a production 14 percent less than in 1963.

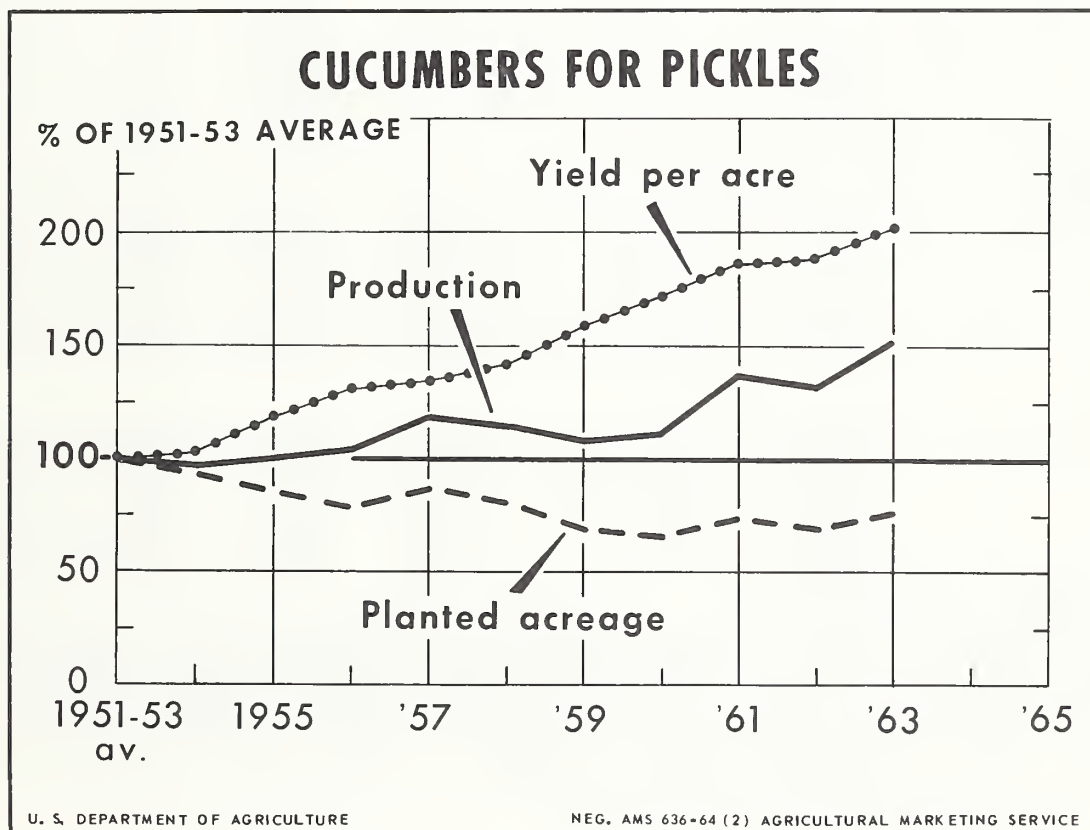
Supply and Disappearance of Pickles

Item	Marketing Season				
	1959-60	1960-61	1961-62	1962-63	1963-64
- Thousand tons -					
October 1 stocks <u>1/</u>	79.5	70.9	54.8	59.1	52.8
Production	339.2	347.6	426.6	409.5	473.3
Total Supply	418.7	418.5	481.4	468.6	526.1
Disappearance	347.8	363.7	422.3	415.8	N.A.

N. A. - Not Available

1/ From previous crop. Fresh pack included beginning 1962-63; salt and dill stocks only in prior years.

Stock and production data from SRS, USDA.



1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Peas

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per (\$1,000 ton)

1964 Planted Acreage Guide
and Probable Production

Canning (acreage equal to 1963)	284.4	<u>1/</u> 1.266	345.6	
Freezing (acreage equal to 1963)	<u>151.8</u>	<u>1/</u> 1.330	<u>189.8</u>	
Total	436.2		535.4	

Background Statistics

Canning

1963 Prel.	284.4	275.2	1.174	323.1	85.40	27,577
1962	273.6	263.6	1.250	329.5	84.00	27,663
1961	256.0	248.7	1.254	311.8	85.60	26,693
1960	225.0	214.0	1.322	282.8	87.20	24,659
1959	233.8	227.2	1.332	302.7	86.60	26,222

Freezing

1963 Prel.	151.8	145.2	1.318	191.3	85.40	16,332
1962	162.2	143.5	1.374	197.1	86.40	17,037
1961	167.6	152.8	1.300	198.7	87.00	17,291
1960	135.8	132.0	1.232	162.6	84.00	13,652
1959	127.6	119.5	1.426	170.5	90.10	15,369

Total

1963 Prel.	436.2	420.4	1.224	514.4	85.40	43,909
1962	435.8	407.1	1.294	526.6	84.90	44,700
1961	423.6	401.5	1.272	510.5	86.20	43,984
1960	360.8	346.0	1.288	445.4	86.00	38,311
1959	361.4	346.7	1.365	473.2	87.90	41,591

1/ 1959-63 average yield.

Comments: Several years of favorable prices and prospects for a light carry-over encouraged plans for a larger canned pack in 1963. Acreage was increased 4 percent over 1962. However, adverse weather in several major producing areas frustrated producers' efforts. Yields for canning were 8 percent below the 1957-61 average and lowest since 1956.

In contrast, mid-season stocks of frozen peas were large and prices were moderate. Acreage for freezing was reduced 6 percent from 1962. Yields, although below the high level of a year earlier, were above the 1957-61 average.

In the midwestern states, which normally account for about two-fifths of total processing production, yields were sharply below average. Inadequate soil moisture and cool weather inhibited germination in Wisconsin. In late May, frost damaged considerable acreage in Minnesota and Wisconsin and late-season drought was prevalent throughout the region. Dry conditions were also detrimental to early stands in the East. Rain in May and June brought relief to some areas. However, yields in New York were down sharply due to continued lack of moisture. In the West, where a large percent of peas for freezing are grown, good yields were achieved in spite of highly variable weather.

Canned Peas

Supplies of canned peas have been relatively light for the past three years, and the present position is only slightly changed. A 13 percent larger carryover at the beginning of the 1963-64 packing season more than offset the slightly smaller pack -- supplies available for the current marketing year were 2 percent larger than in 1962-63.

Disappearance during the past three years remained notably stable, ranging from 32.7 to 32.9 million cases (basis 24/303's) per season. Through December 1, 1963, canners' shipments amounted to 16.3 million cases basis 24/303's, moderately below the movement during the same period of the previous year. Prices advanced during the summer months and continued above the levels of a year earlier through the last quarter of 1963. Carryover into the 1964 packing season probably will be above that of the three previous years but still below excessive levels. To assure balanced supplies for the 1964-65 season, it will be necessary for the canned pea pack in 1964 to be larger than in 1963. However, in planning acreage, the potential for higher yields should be recognized. Output per acre in 1963 was significantly below average.

1964 Guide - Canning: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 7 percent more than in 1963.

Frozen Peas

Holdings at the start of the 1963 packing season were 99 million pounds; 15 percent above the level of a year earlier. However, because of a moderate reduction in pack, total supplies available for the current season are slightly below the quantities available during the preceding marketing year.

Demand for frozen peas has been strong during the past few years. A long-term upward trend in per capita consumption, in conjunction with population growth has steadily expanded market outlets for this product. And in spite of large supplies, prices have been maintained at moderate levels. If the present rate of disappearance continues for the remainder of the season, total utilization will be near the record set in 1963. Carryover would then be near the level which confronted packers at the onset of the 1963-64 season. Supplies for 1964 pack requirements can be obtained on an acreage equal to 1963, providing growing conditions are normal.

1964 Guide - Freezing: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 1 percent less than in 1963.

Supply and Disappearance of Processed Green Peas

Commodity	Marketing Season				
	1959-60	1960-61	1961-62	1962-63	1963-64
	<u>Million Cases Basis 24/303's</u>				

Canned Green Peas

Carryover	14.7	10.5	6.3	6.1	6.9
Pack	31.3	28.7	32.4	33.7	33.6
Total Supply	46.0	39.2	38.7	39.8	40.5
Disappearance	35.5	32.9	32.6	32.9	N.A.
Carryover	10.5	6.3	6.1	6.9	N.A.

Million Pounds

Frozen Green Peas

Carryover	84.5	77.8	74.6	86.4	98.9
Pack	305.0	295.2	346.1	356.9	343.1
Total Supply	389.5	373.0	420.7	443.3	442.0
Disappearance	311.7	298.4	334.3	344.4	N.A.
Carryover	77.8	74.6	86.4	98.9	N.A.

N.A. - Not Available

Canned pack and canners' carryover data from National Cannery Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau. Frozen carryover from "Cold Storage Report," SRS, USDA. Frozen pack from National Association of Frozen Food Packers.

1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Spinach

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre :	Production:	Price : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per(\$1,000 ton)

1964 Planted Acreage Guide
and Probable Production

Canning (acreage 5 percent more than 1963)	17.6	<u>1/</u> 5.0	79.0	
Freezing (acreage equal to 1963)	<u>12.1</u>	<u>1/</u> 5.8	<u>63.2</u>	
Total	29.7		142.2	

Background Statistics

Canning

1963 Prel.	16.8	15.2	5.3	79.9	35.30	2,824
1962	16.8	14.0	4.7	65.6	32.80	2,154
1961	20.6	18.2	4.4	80.9	34.80	2,820

Freezing

1963 Prel.	12.1	11.0	6.3	69.9	38.20	2,671
1962	12.1	10.6	5.3	56.5	41.50	2,348
1961	13.6	12.3	5.2	63.6	36.60	2,327

Total

1963 Prel.	28.9	26.2	5.7	149.8	36.70	5,495
1962	28.9	24.6	5.0	122.1	36.90	4,502
1961	34.2	30.5	4.7	144.5	35.60	5,147
1960	36.7	32.5	4.4	143.9	35.60	5,127
1959	38.9	32.3	4.6	147.8	37.40	5,531

1/ 1962-63 average yield.

Comments: Total production of spinach for processing in 1963 was substantially larger than in 1962. High yields were obtained in most states and abandonment was below average. California, which normally produces about two-fifths of total spinach for processing, was the only major state during the winter and spring to reduce acreage from the preceding year. Low temperatures in that state during December caused delay in germination and some retardation in plant progress. However, stands responded to more favorable conditions during the remainder of the season and yields soared to a record high, averaging over 9 tons per acre. California production exceeded 1962 by 8 percent. Plantings in

Florida were doubled. This, combined with high yields, resulted in a state production more than three times as large as in 1962. Plantings for fall harvest were down 29 percent from the preceding year, largely due to the sharp reductions in Arkansas and Oklahoma. Total acreage planted to spinach for processing in 1963 was slightly below 1962 and the lowest since 1947.

Canned Spinach

About three-fourths of the annual pack of canned spinach is produced during the spring season. The 1963 spring pack was 5.5 million cases (basis 24/303's) compared to 5.2 million a year earlier. Carryover into the packing season was about equal to the previous March 1. In total, supplies available for marketing during the spring and fall of 1963 moderately exceeded those available during the same period a year earlier.

Although supplies of other canned vegetables were large and heavy frozen spinach stocks were available, marketing conditions remained generally favorable during the early part of the 1963-64 marketing season. Prices were moderate and canners' shipments through the summer and fall slightly exceeded the 1962 level. The 1963 fall pack was moderately larger than in the preceding year. Canners' supplies on January 1, 1964 were larger than a year earlier but slightly below the 1958-62 average. Carryover into the 1964 packing season is likely to show a gain over 1963. Even so, a canned pack about equal to 1963 will be needed to meet market requirements. However, yields may not be as high as in 1963 and more acreage will be required.

1964 Guide - Canning: The 1964 guide is a planted acreage 5 percent more than in 1963. Such an acreage, with normal abandonment and a 1962-63 average yield will result in a production 1 percent less than in 1963.

Frozen Spinach

Carryover of frozen spinach into the 1963 season was below normal and a third smaller than the quantity on hand a year earlier. But freezers packed a record 104 million pounds during the 1963 spring season. Total frozen supplies available for the 1963-64 season were large.

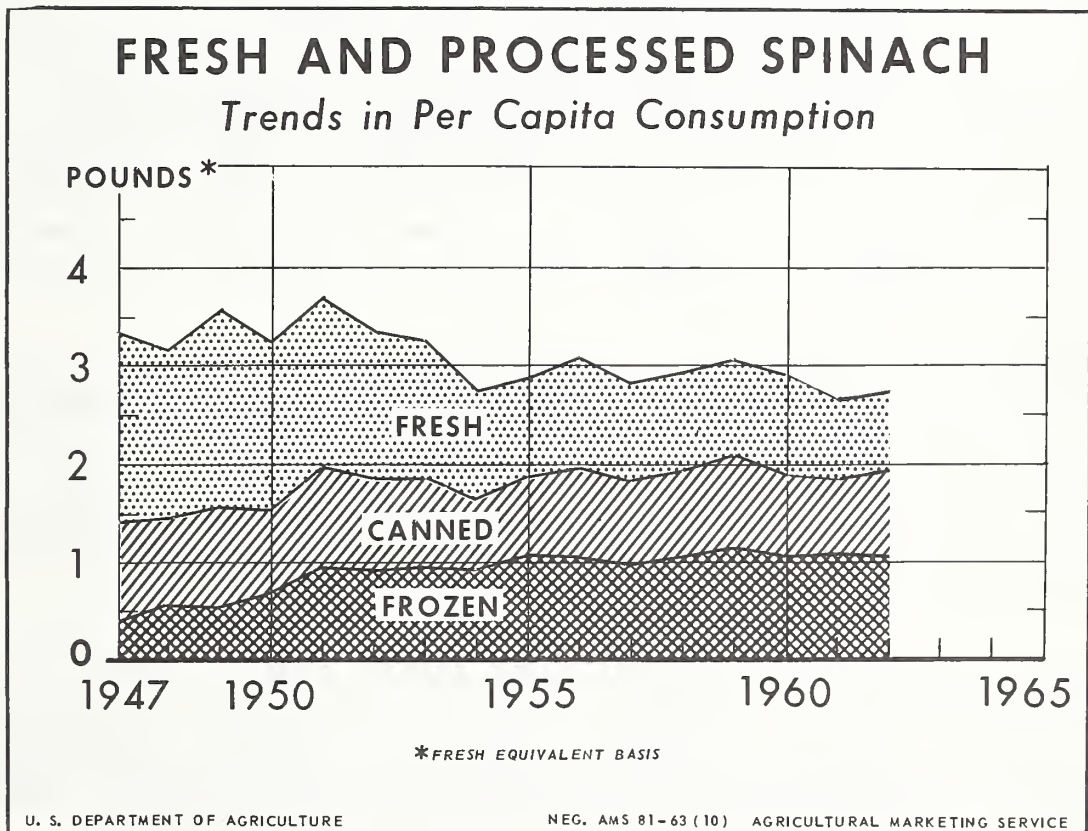
Movement during the early part of the 1963-64 season occurred at a normal rate. Frozen holdings on December 31 were 53 million pounds compared to an average of 45 million pounds for the preceding five years. A smaller pack in 1964 would be sufficient to meet the requirements for a balanced supply in 1964-65. However, with average yields, this would be accomplished with an acreage equal to 1963.

1964 Guide - Freezing: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1962-63 average yield will result in a production 10 percent below 1963.

Supply and Disappearance of Processed Spinach

Commodity	Marketing Season				
	1959-60	1960-61	1961-62	1962-63	1963-64
<u>Million Cases Basis 24/303's</u>					
<u>Canned Spinach</u>					
Carryover	2.1	3.1	3.3	2.8	2.8
Pack	8.7	7.8	7.7	7.3	N.A.
Total Supply	10.8	10.9	11.0	10.1	N.A.
Disappearance	7.7	7.6	8.2	7.3	N.A.
Carryover	3.1	3.3	2.8	2.8	N.A.
<u>Million Pounds</u>					
<u>Frozen Spinach</u>					
Carryover	19.5	28.1	37.3	38.9	25.6
Pack	121.9	118.6	116.5	97.3	N.A.
Total Supply	141.4	146.7	153.8	136.2	N.A.
Disappearance	113.3	109.4	114.9	110.6	N.A.
Carryover	28.1	37.3	38.9	25.6	N.A.

N.A. - Not Available. Source: National Cannery Association; Census Bureau; National Association of Frozen Food Packers; Statistical Reporting Service, USDA.



1964 Acreage-Marketing Guides
Vegetables for Commercial Processing

Tomatoes

Year	: Acreage :	Yield :	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per(\$1,000) ton)

1964 Planted Acreage Guide
and Probable Production

(planted acreage equal
to 1963)

248.7

1/ 16.5

4,062.5

Background Statistics

1963 Prel.	248.7	246.4	16.5	4,072.2	26.90	109,597
1962	328.9	326.7	16.5	5,377.0	28.40	152,793
1961	306.8	304.0	14.0	4,247.7	29.70	125,977
1960	282.3	279.4	14.5	4,043.2	26.10	105,609
1959	300.3	296.9	11.9	3,539.0	24.50	86,574

1/ 1962-63 average yield.

Comments: The record large 1962 production led to a burdensome supply situation during the 1962-63 marketing season. Price concessions spurred disappearance to a record high. But as planting time for the 1963 crop approached, it was apparent that carryover into the 1963 packing season would be exceptionally large. In recognition of this, acreage was reduced sharply. Regionally, the greatest cut occurred in California, where acreage was reduced by 28 percent. But the action was general; Midwest plantings were reduced about a fourth and acreage was down a fifth in the mid-Atlantic states. Dry weather slowed growth in the East and yields there were below 1962. But a record-high yield was harvested in California. Total tonnage was nearly a fourth smaller than the huge 1962 crop.

Peeled Tomatoes: Disappearance of peeled tomatoes during the 1962-63 season was heavy. But carryover into the 1963 season was the largest since 1959, and despite the sharp cut in total production, the 1963 pack of this product was only 7 percent below 1962. Thus, total supplies for the current marketing season are only slightly below a year earlier. Prices during the early part of the marketing season have been above the low levels of the preceding year. However, total disappearance during the 1963-64 marketing season is likely to be relatively large, sufficient to reduce the 1964 carryover below the 1963 level.

Tomato Products: Disappearance of tomato products during the 1962-63 season occurred at a high rate. Total movement of catsup and chile sauce was record high. However, carryover of catsup into the 1963 pack year was 78 percent larger than a year earlier. The 1963 catsup pack was a fifth smaller than in 1962; but this reduction barely exceeded the increase in carryover. Total

supply of catsup for 1963-64 is only slightly below a year earlier. Prices have been relatively low during the early part of the marketing season and disappearance is expected to be fairly heavy. Even so, the carryover of catsup into the 1964 packing season will be large. The 1963 pack of tomato juice was 14 percent smaller than in 1962. But a heavy carryover was also present for this commodity, and total supply for 1963-64 is only slightly below the level of a year earlier.

Precise pack and inventory data are not available for other products. However, it appears that the 1963 pack reduction for these commodities was substantial. These items have grown in popularity in recent years as the result of the increased demand for prepared foods. Disappearance during the 1963-64 marketing season is expected to continue at a high rate.

In the aggregate, supplies of canned tomatoes and products for the 1963-64 season are estimated to be moderately smaller than a year earlier, but still plentiful. A production equal to 1963 will be sufficient to satisfy 1964 pack requirements.

1964 Guide: The 1964 guide is a planted acreage equal to 1963. Such an acreage, with normal abandonment and a 1962-63 average yield will result in a production about equal to 1963.

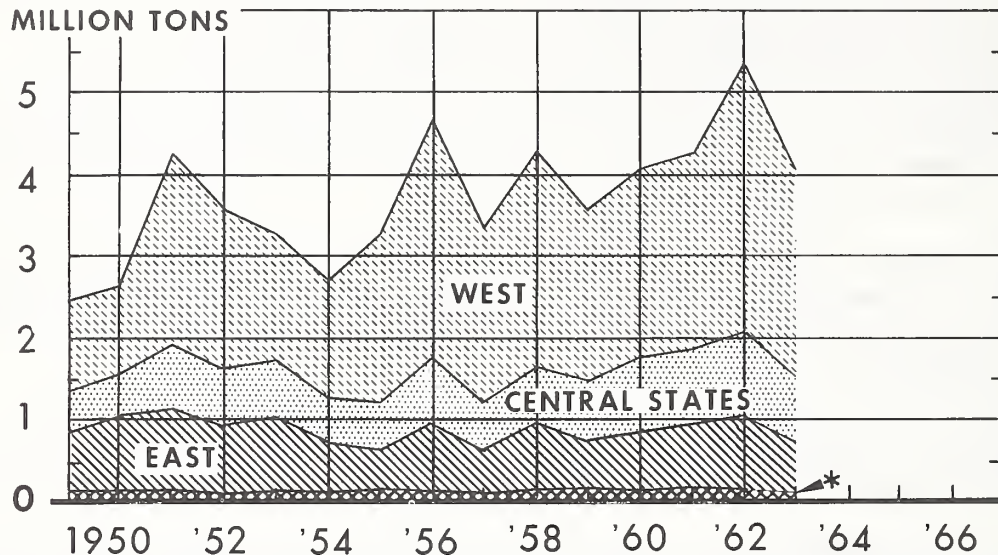
Supply and Disappearance of Processed Tomatoes and Selected Tomato Products

Commodity	Marketing Season				
	1959-60	1960-61	1961-62	1962-63	1963-64
	Million Cases Basis 24/303's				
<u>Canned Tomatoes</u>					
Carryover	11.5	7.3	8.7	8.9	10.3
Pack	29.4	31.0	34.0	35.5	33.0
Total Supply	40.9	38.3	42.7	44.4	43.3
Disappearance	33.6	29.6	33.8	34.1	N.A.
Carryover	7.3	8.7	8.9	10.3	N.A.
<u>Tomato Juice</u>					
Carryover	16.5	13.4	12.8	9.4	15.6
Pack	37.9	40.3	38.5	49.0	42.1
Total Supply	54.4	53.7	51.3	58.4	57.7
Disappearance	41.0	40.9	41.9	42.8	N.A.
Carryover	13.4	12.8	9.4	15.6	N.A.
<u>Catsup and Chile Sauce</u>					
Carryover	10.3	7.1	9.0	9.3	16.5
Pack	23.5	30.0	29.6	38.7	30.6
Total Supply	33.8	37.1	38.6	48.0	47.1
Disappearance	26.7	28.1	29.3	31.5	N.A.
Carryover	7.1	9.0	9.3	16.5	N.A.

N.A. - Not Available Source: National Canners Association; Census Bureau.

TOMATOES FOR PROCESSING

Trend in Production by Regions



*NOT SHOWN BY REGION: ALA., ARIZ., ARK., FLA., IOWA, KY., LA., MISS., MO., NEBR., N. M., N. C., OKLA., ORE., S. C., TENN., TEX., WASH., W. VA., AND WIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 460- 64 (2) AGRICULTURAL MARKETING SERVICE

Practically every major state reduced acreage in 1963. In total, plantings were 24 percent smaller than in 1962. Production was down proportionately as record large yields in the West offset smaller tonnages per acre in the East. Although California plantings were reduced more than those in most areas, the high yields recorded there helped the state strengthen its dominant position in the industry. In 1963, California produced more than three-fifths of the total U. S. tonnage of tomatoes for processing, eight times the quantity grown in Ohio, the second leading state.

U. S. DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C. 20250

- - -

Official Business

Postage and Fees Paid
U. S. Department of Agriculture